

CLAIMS

1. A method of advertising within a radio broadcast program which features the playing of songs and broadcasting commercials, comprising:
 - A. establishing a contest whereby listeners of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast of clues from time to time following broadcast of one of said commercials, with the contest requirement that a participant respond to said at least one broadcasted clue and follow the required procedure of said contest,
 - 10 B. broadcasting at least one set of songs during said program,
 - C. broadcasting at least one commercial during said program,
 - D. broadcasting at least one clue following said at least one commercial, and
 - E. providing a specified award to each participant whose response to said clue satisfied the contest requirements to win said award.
- 15 2. A method according to claim 1 wherein said broadcasting of said at least one clue occurs immediately following the broadcasting of a commercial.
3. A method according to claim 1 wherein said broadcasting of said at least one clue occurs at least partially during the broadcast of a commercial.
- 20 4. A method according to claim 1 wherein said at least one clue is incorporated into a commercial.
5. A method according to claim 1, comprising the steps of broadcasting at least two separate clues following two different of said commercials.
- 25 6. A method according to claim 1 comprising the step of broadcasting at least two separate sets of songs, and broadcasting at least one commercial following each of said sets of songs, and broadcasting at least one clue following at least one of said commercials.
7. A method according to claim 1 comprising the steps of broadcasting at least two sets of songs and broadcasting at least two sets of commercials separate from said sets of songs, and broadcasting at least one clue either following
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at least one of said sets of commercials or situated timewise between commercials of said at least one set of commercials.

8. A method of advertising within a radio broadcast program which features the playing of songs and broadcasting commercials, comprising:

- 5 A. establishing a contest whereby listeners of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast of clues from time to time following broadcast of one of said commercials, with the contest requirement that a participant respond to said at least one broadcasted clue and follow the required procedure of said
- 10 contest,
- B. broadcasting at least one set of songs during said program,
- C. broadcasting at least one set of commercials during said program,
- D. broadcasting at least one clue following said at least one set
- 15 of commercials, and
- E. providing a specified award to each participant whose response to said clue satisfied the contest requirements to win said award.

9. A method according to claim 8 wherein each of said sets of songs comprises at least two songs, and each of said sets of commercials comprises at

20 least two commercials.

10. A method according to claim 9 wherein a typical one of said sets of songs is broadcast for about ten minutes, and a typical one of said sets of commercials is broadcast for about two minutes.

11. A method according to Claim 1 wherein said award comprises a

25 specific prize.

12. A method according to Claim 1 wherein said award comprises the right to participate in a further phase of said contest.

13. A method according to Claim 1 wherein said response required of a contest participant comprises placing a call to a specified phone number.

14. A method according to Claim 1 wherein said response to win the contest comprises being the n^{th} caller of a plurality of callers, where n is a number specified in the contest procedure.

15. Conducting a contest within a radio broadcast program which features the playing of songs and broadcasting commercials, comprising:

A. establishing said contest whereby listeners of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast of clues from time to time following broadcast of one of said commercials, with the contest requirement that a participant respond to said at least one broadcasted clue and follow the required procedure of said contest,

B. broadcasting at least one set of songs during said program,

C. broadcasting at least one set of commercials during said program,

D. broadcasting at least one clue following a commercial of said at least one set of commercials, and

E. providing a specified award to each participant whose response to said clue satisfied the contest requirements to win said award.

16. A method of advertising within a radio or television broadcast which features the broadcast of a program for a specified period of time and broadcasting commercials during part of said specified period of time, comprising:

A. establishing a contest whereby listeners or viewers of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast of at least one clue from time to time following broadcast of at least one of said commercials, with the contest requirement that a participant respond to said at least one broadcasted clue and follow the required procedure of said contest,

B. broadcasting said program,

C. broadcasting at least one set of commercials during said program,

D. broadcasting said at least one clue following a commercial of said at least one set of commercials, and

E. providing a specified award to each participant whose response to said clue satisfied the contest requirements to win said award.

5 17. A method of advertising within a radio broadcast program which features the playing of songs and broadcasting commercials, comprising:

A. establishing a contest whereby listeners of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast of triggering events from time to time, with the
10 contest requirement that a participant respond to said at least one broadcasted triggering event and follow the required procedure of said contest,

B. establishing as one rule of said contest that said triggering event will be the broadcast of a particular commercial,

C. broadcasting at least one set of songs during said program,

15 D. broadcasting at least one of said particular commercials during said program, and

E. providing a specified award to each participant whose response to said triggering event satisfied the contest requirements to win said award.

20 18. A method of advertising within a radio or television broadcast which features the broadcast of a program for a specified period of time and broadcasting commercials during part of said specified time period, comprising:

A. establishing a contest whereby listeners or viewers of said program may become participants in said contest by following procedures of said
25 contest, said contest including the broadcast of at least one triggering event from time to time, with the contest requirement that a participant respond to said at least one broadcasted triggering event and follow the required procedure of said contest,

B. establishing as one rule of said contest that said triggering
30 event will be the broadcast of a particular commercial,

C. broadcasting said program,

D. broadcasting said at least one of said particular commercials which is said triggering event, and

E. providing a specified award to each participant whose response to said triggering event satisfied the contest requirements to win said
5 award.